

VITALE SUPERMARKETS, INC.

EXECUTIVE OFFICES

9 Bi-State Plaza

Old Tappan, N.J. 07675

TEL: (201) 664-4941

FAX: (201) 664-2353



August 20, 1996

To: All Store Managers

From: Rich Plishka

Subject: RJR Contracted Displays

Managers,

Earlier this year we signed a contract agreement with R J Reynolds Tobacco Company. Sales Reps placed the necessary displays in all locations (two Full price displays and one Savings display). All three of these displays need to remain in the agreed upon Self Service location. **If any of these displays are moved or removed when the RJR Representative enters the store we will not receive payment for that period.** With this in mind please keep your displays in compliance and give your RJR Rep your full cooperation.

If you have any questions please give me a call 201-664-4941.

Thank You,

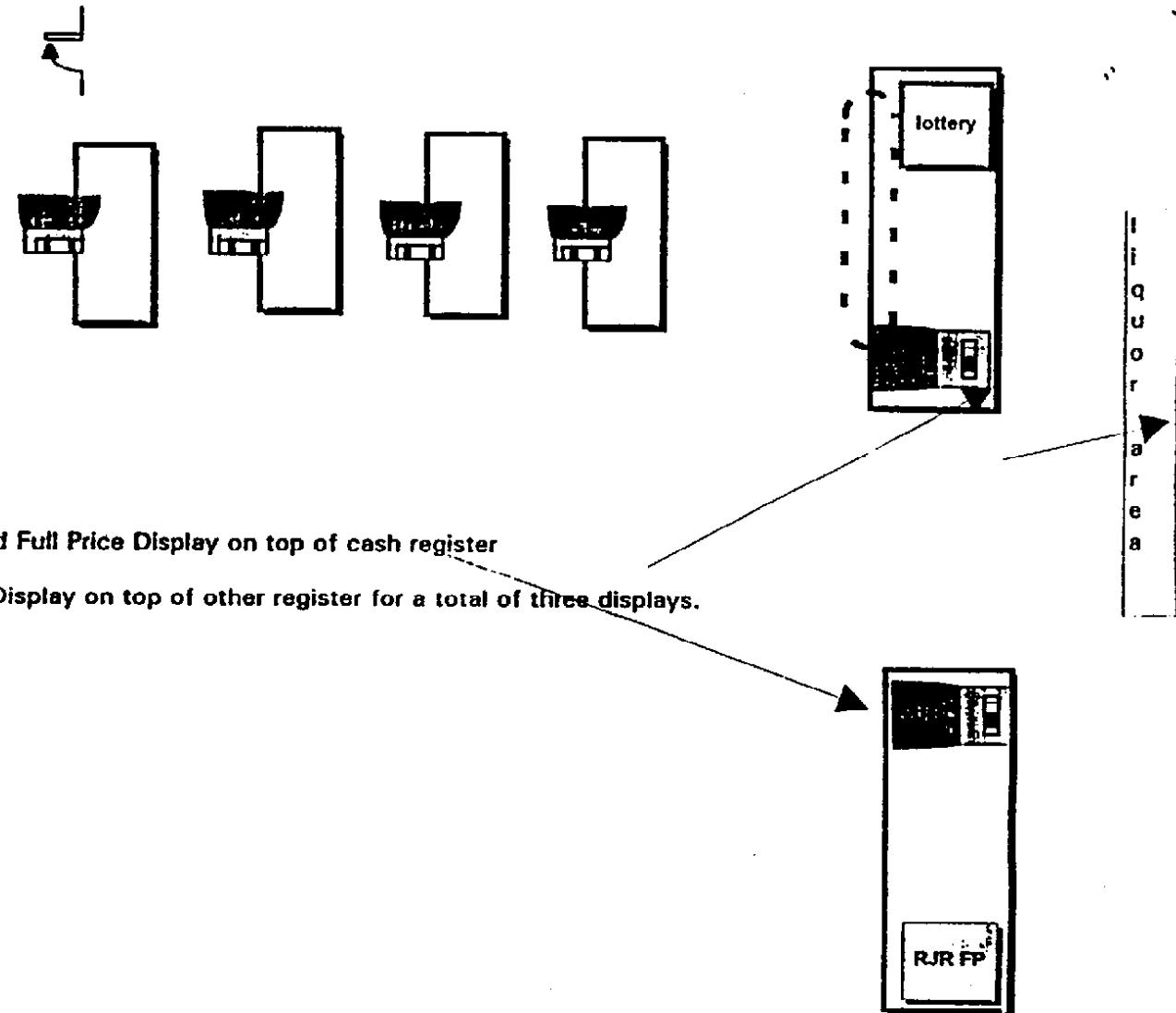
A handwritten signature in black ink that reads "Rich Plishka".

Rich Plishka

51847 2080

RJR Reynolds

Vitale Foodtown SADDLEBROOK



51847 2081

RJR Reynolds

NSS Cartons

Courtesy

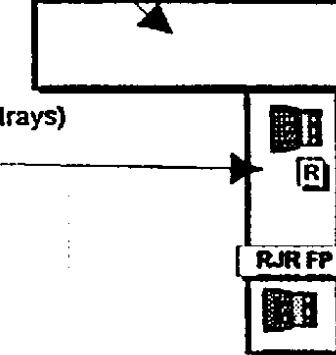
614
Vitale Hoboken Clinton Street



Put Savings Display behind Wise rack on counter (it would have to be tall)
or put CB on top of Nestea/Coke cooler

Wise Rack

Put 2nd FPD next to register with MAC key pad (using 54 pack trays)



Liquor Area

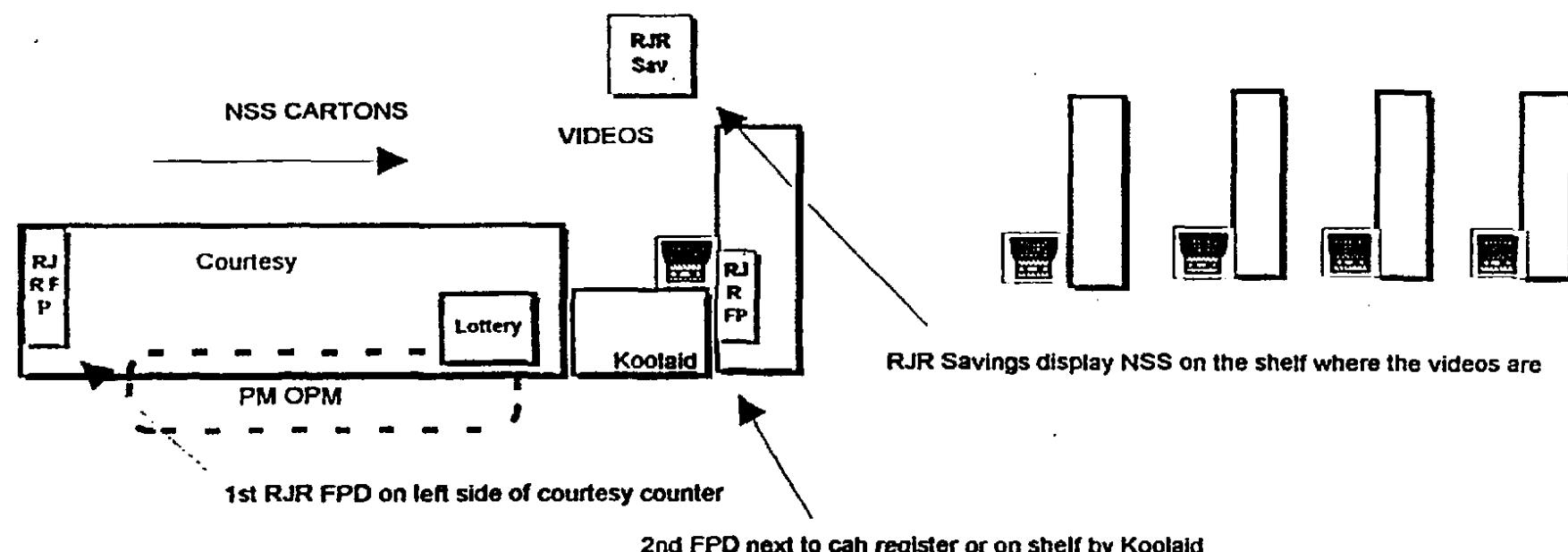
Confidential

51847 2082

RJR Reynolds

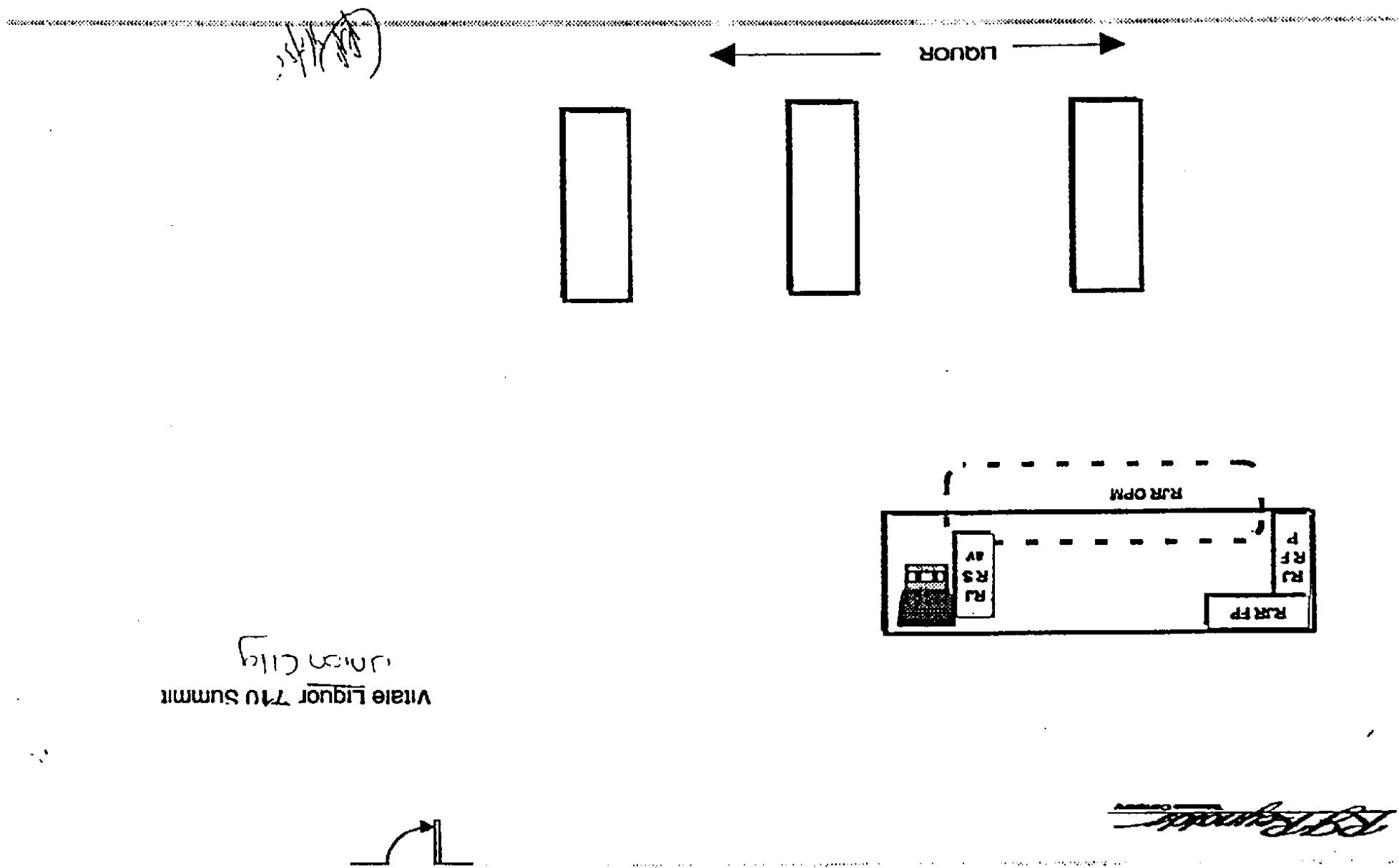
209

Vitale Foodtown Clinton Street



51847 2083

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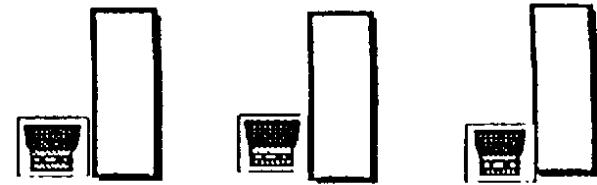


RJR Reynolds

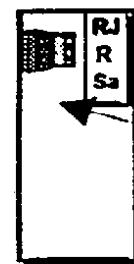
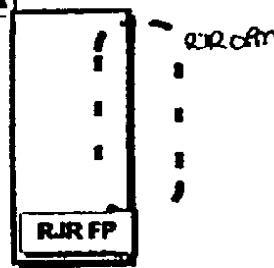
NSS CARTONS

Vitale Foodtown Kearny

Courtesy



Liquor store



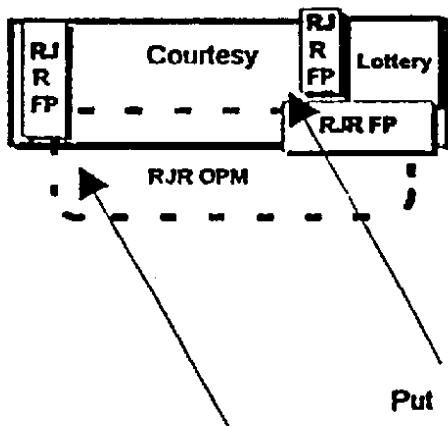
Add 2nd FPD sideways next to register.

[Signature]

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RJR Regency

714
Vitale Foodtown Summit Ave
Union City



Put 1 fpd next to the existing NSS Doral display

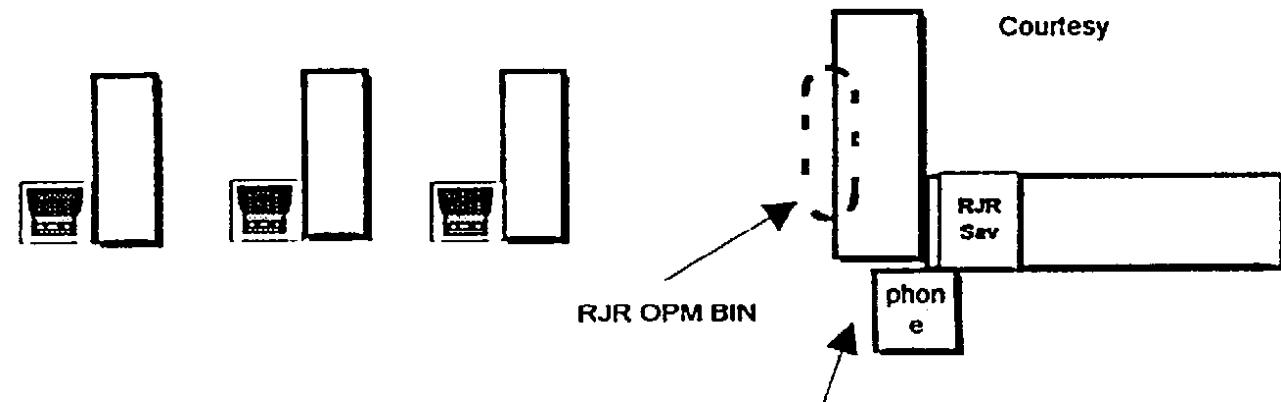
Put 2nd FPD to the left of the lottery machine

SP (SP) 1/19

51847 2086

RJR Reynolds

Vitale Foodtown Washington town.



2nd FPD could go under overhead bin or we
could put a floor stand next to the phone card machine.

3rd choice next to the existing doral display.

RJR

51847 2087

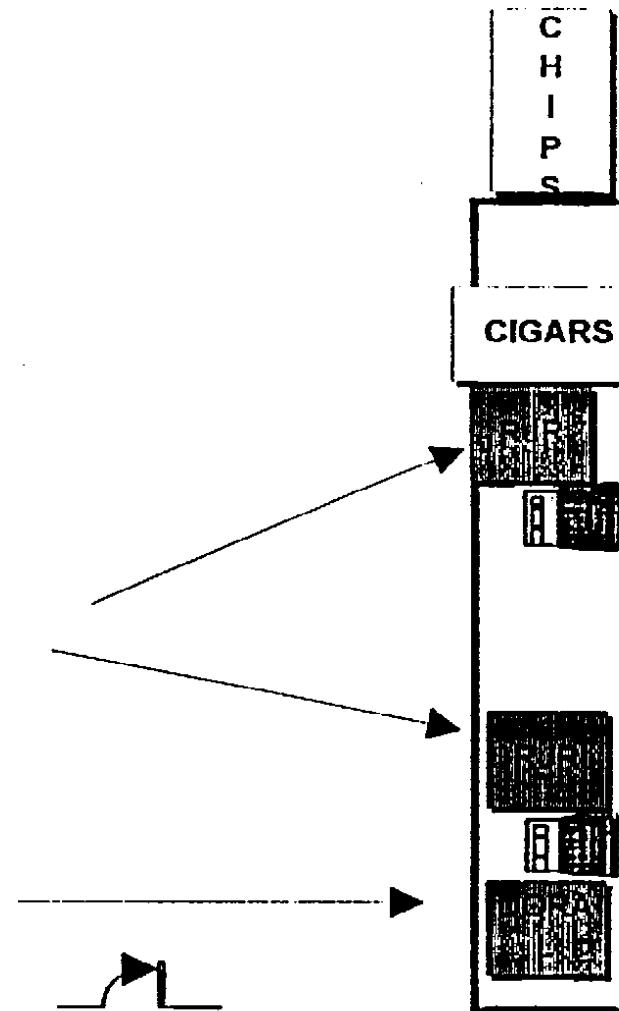
R.J. Reynolds

LOU

VITALE LIQUOR WASHINGTON

ADD 2 SELF SERVICE FULL PRICE DISPLAYS.

ADD 1 SELF SERVICE SAVINGS DISPLAY



51847 2088



LIQUOR AREA

VITALE FOODTOWN RIVEREDGE (Liquor store)

1 self service full price display at end of counter.
2nd SS full price display between cash registers.

Doral display NSS behind counter on shelves by liquor.



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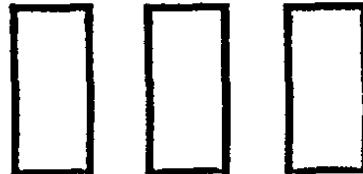
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ENTRANCE FROM SUPMKT.

51847 2089



VITALE FOODTOWN DUMONT



CHECKOUTS

NSS CARTONS
NSS PACKS
NSS CARTONS
NSS PACKS

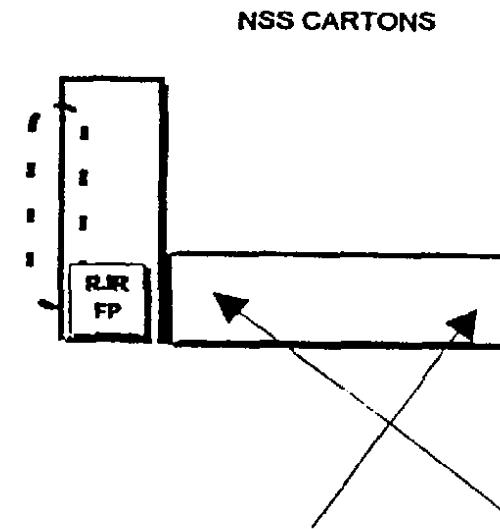
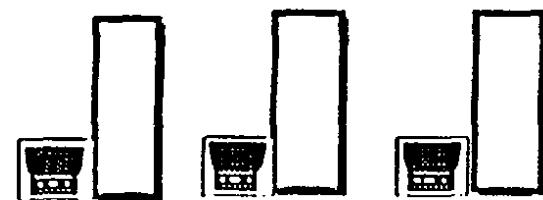


- 1) Add 1 Full price display in front of cash register
- 2) Remove 2nd FPD from NSS and place it in front of lottery machine.
- 3) Leave Doral display Non Self Service on backbar.

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RJR Reports

Vitale Foodtown Midland park



This side with the two tier counter has room for a SS FPD AND SD.

(C) 1/15/95

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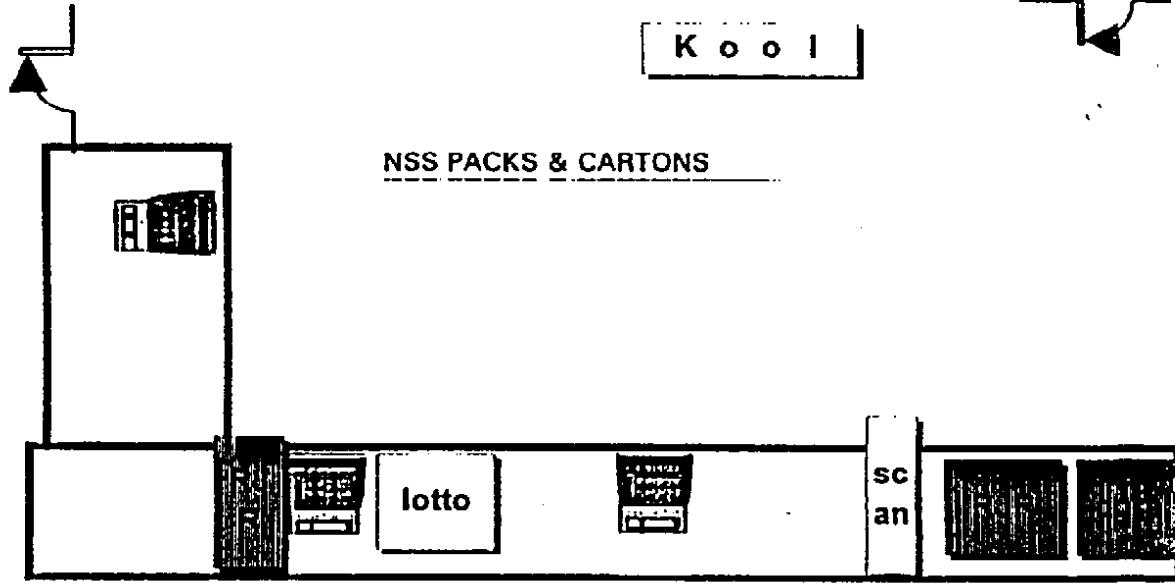
R.J. Reynolds
Tobacco Company

K o o l

VITALE OLD TAPPAN



CHECKOUTS



If Doral display will not fit SS you can put it behind the counter NSS.

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